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APPL. NO.: 09/550,354
FROM: Gregory A. Hermanson

DATE: August 29, 2005

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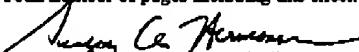
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Appl. No.	: 09/550,354	
Filed	: April 14, 2000	
For	: INTELLIGENT PERSONALIZATION SYSTEM AND METHOD	
Examiner	: Yogesh C. Garg	
Group Art Unit	: 3625	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

Response to Office Action in seventeen (17) pages.

The fee has been calculated as shown below:

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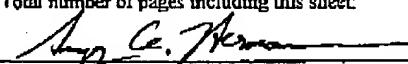
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Appl. No.	09/550,354	I hereby certify that this correspondence and all marked attachments, are being transmitted via facsimile to the USPTO centralized Fax No. (571) 273-8300 on the date shown below:
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Examiner	Yogesh C. Garg	Total number of pages including this sheet:
Group Art Unit	3625	 _____ Gregory A. Hermanson, Reg. No. 53,018

RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action, dated July 29, 2005, Applicant respectfully submits claim amendments and remarks as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.